


Promotion Committee
Basic Training



© 2008 Teresa Lynch, Sr. Program Officer
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The Promotion Committee...

- Goal
- Roles
 - Committee
 - Members
 - Chair
 - Staff
- Potential Members
- Work Plans



Why Promotions?

- Creates a unified downtown
- Builds understanding, support and participation
- Enhances visibility for Main Street
- Helps capitalize on all Main Street committees



A Promotion Must:

- Drive sales or traffic
- Drive publicity or create press coverage
- Meet a community related goal or
- Generate income

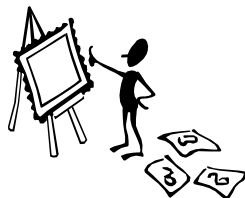
➤ *If a promotion doesn't meet one or more of these criteria...don't do it!*

Types of Downtown Promotions

- **Image building** events help reverse negative perceptions of the downtown and create a healthy image.
- **Special events** create activity and vibrancy in the downtown; generate eventual, typically not immediate, retail sales
- **Retail promotions** promote the goods and services offered by downtown businesses to generate immediate sales

Image Campaigns Include:

- Image advertising
- Print materials
- Media relations
- Image building events



The Best Image Development:

- Focuses its messages on vision for downtown
- Selects the most compelling means to communicate the message
- Coordinates the image campaign w/other promo activities
- Educates and informs the public on all areas of the revitalization effort



Image Advertising

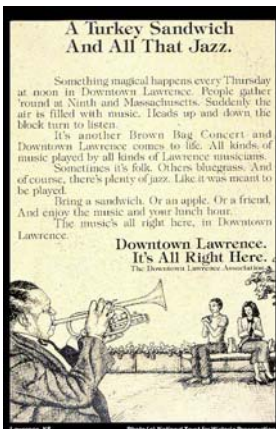
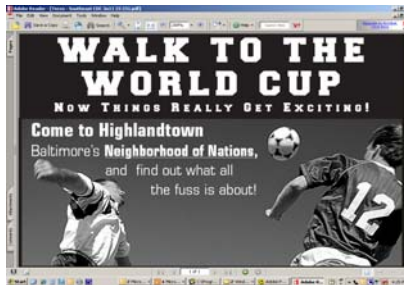


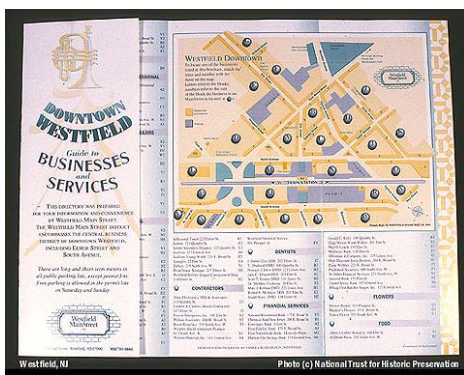
Image Advertising



Image Advertising

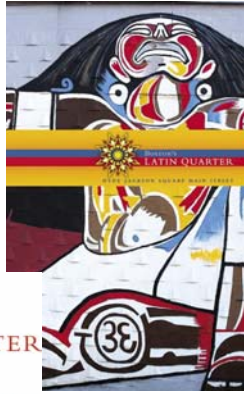


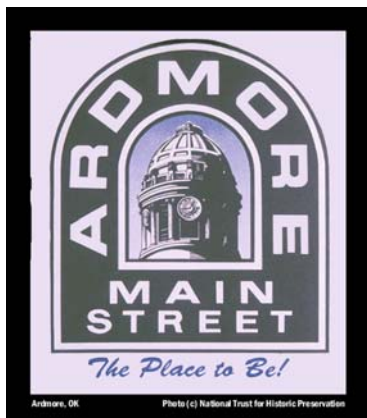
Print Materials



Hyde-Jackson Square
Main Street Program -
Boston's Latin
Quarter

Logo







Media Relations

Some Tips --

- Develop a thorough list
- Meet with everyone
- Stay in touch
- Provide story ideas
- Don't be a pest!



Image Building Events



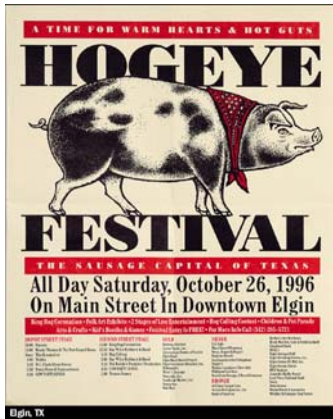
Special Events...

- Create reasons for people to come back downtown
- Develop, overtime, new behaviors and attitudes
- Communicate idea downtown is more than sum of businesses and shops
- Create backdrop for ongoing economic development



Best Special Events...

- Use quality graphics
- Target specific audiences
- De-emphasize the commercial nature of downtown
- Are creative, lighthearted and fun for volunteers as well as visitors





A special event that benefits the community - "Boston Shines" program in Chinatown





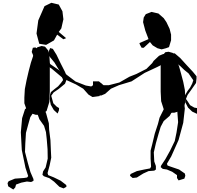
Disney's Keys to a Successful Event:

- Music
- Food
- Overlapping activities
- Something for all ages
- Something free



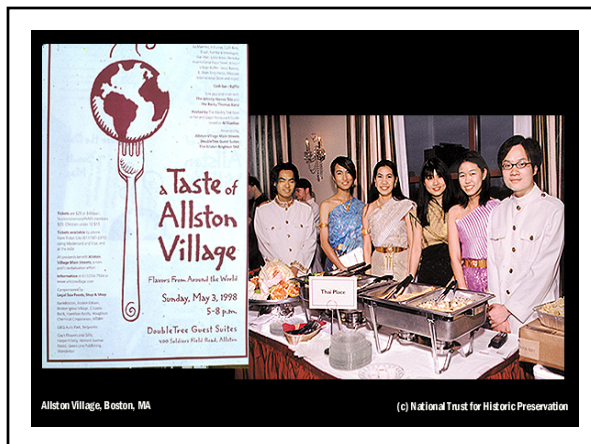
Retail Promotions...

- Focus the community's attention on the commercial aspects of downtown
- Should ring registers
- Need to be sharply focused on connecting potential shoppers w/ interesting goods & services



Three Categories of Retail Promotions:


- *Cooperative promotions* cluster businesses within the same category
- *Cross retail promotions* groups businesses with complimentary goods/services
- *Niche promotions* focuses on the consumer group rather than product mix






Planning Promotions

- Make sure to have balance in all three areas of promotions
- Do a checklist
- Assess previous promotions
- Look at sales data for your area...plan retail events near peak sales
- Develop a theme and name the event
- Assign responsibility
- Involve merchants
- Work with the media
- Promote
- Document the promotion
- Evaluate the promotion



Funding Your Promotions

- Sources of funds
- Be selective in your requests
- Coordinate with the board



Evaluating Events

- **Benefits:**
 - builds credibility
 - refines future events
 - better meets target markets
- **Measure:**
 - attendance
 - attitudes
 - sales volume
 - media value



11 Ways to Kill a Promotion

- Rest assured everything will fall into place
- Begin your planning tomorrow
- Ignore health dept. rules
- Give everyone equal authority
- Draw up rigid plans
- Forget the idea of a simple event
- Demand help from local businesses & organizations
- Don't worry about people power
- Move the festivals date from year to year
- Discard receipts, invoices & other records
- Let someone else worry about start-up money

Questions?
